

# Selling During Times of Economic Uncertainty

**Proven methods to reinvent your sales game when selling to emotionally drained, inbox-dazed, virtual meeting-bored, sales-resistant customers in a pandemic fatigued – economically challenged business world.**

**Created & Presented by:**

**Ryan Dohrn, Founder, Brain Swell Media**

**Revenue strategy and sales training for media companies.**



**360 Ad Sales**  
T R A I N I N G



Sequel to Top Sales Book *Selling Backwards*

# SELLING FORWARD

**Pandemic Tested Sales Strategies for Success**



**Ryan Dohrn**

Emmy Winner  
Global Sales Coach  
30,000 Reps Trained  
\$500,000,000 Coach  
30-Year Sales Veteran

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any reason.

Humans are  
hardwired to  
dismiss facts that  
don't fit  
their viewpoint.

- Adrian Bardon, Professor of Philosophy,  
Wake Forest University



What is  
your Ah-Ha  
moment or  
takeaway?



**70% of buyers will  
have a defined need  
before contacting  
your company.  
-SparxIQ**



**86% of buyers would  
rather go to the dentist  
than talk to a  
salesperson.  
-SAP**

**44% of buyers will  
determine their own  
solution without ever  
talking to a salesperson.  
-SparxIQ**



**Pandemic  
Fatigued Selling**

**Or**

**Economic  
Uncertainty**





# **ACTION IDEA #1**

# **You control the narrative!**

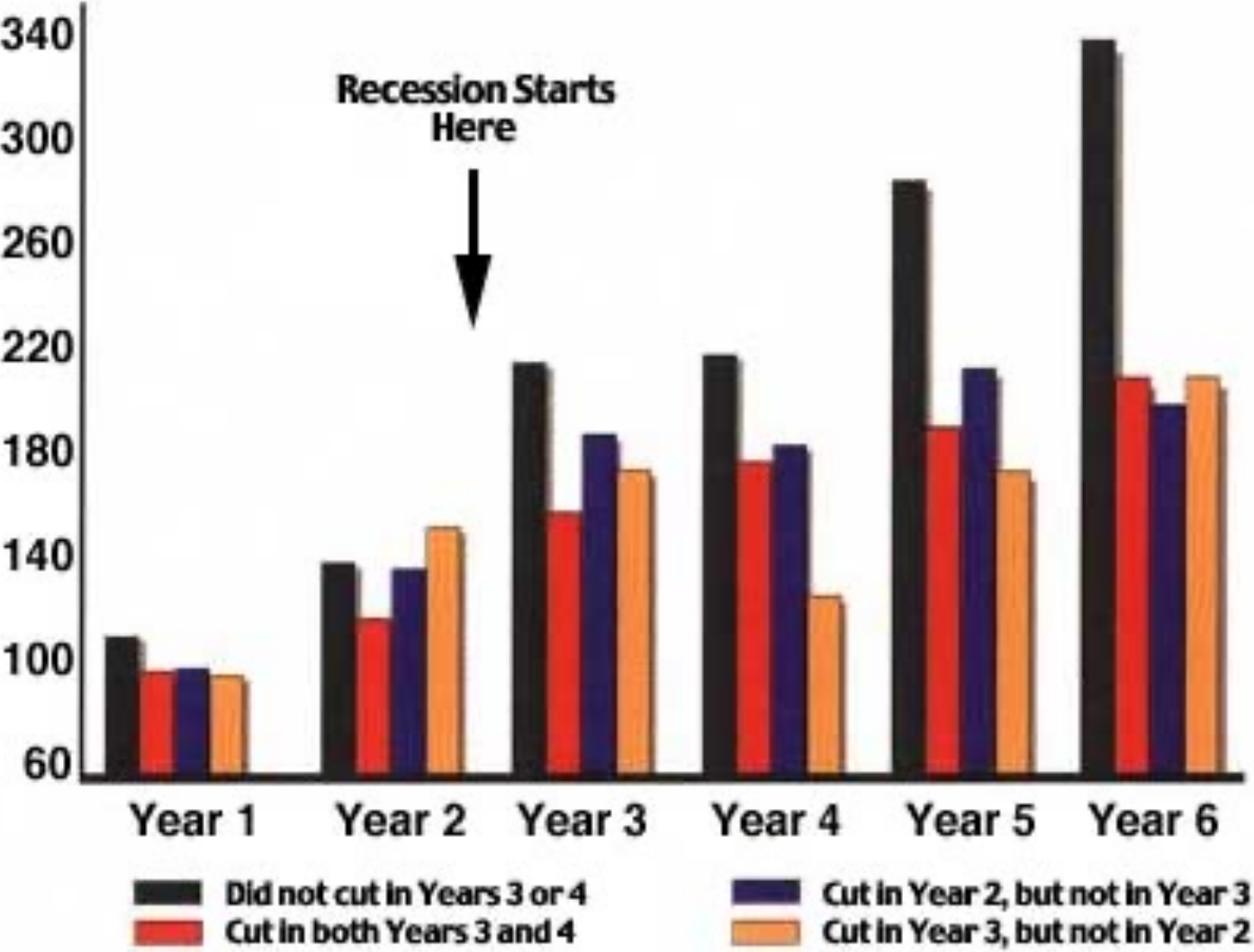
**THOSE THAT ADVERTISE  
THROUGH A CRISIS ALMOST  
ALWAYS COME OUT ON TOP.**



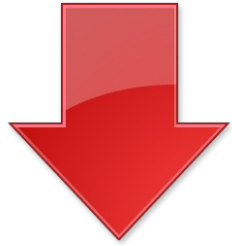


*Kellogg's*

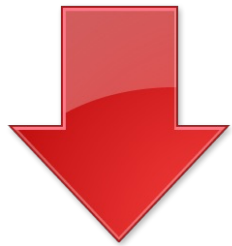
McGraw-Hill Research analyzed 600 companies covering 16 different industries from 1980 through 1985.



# 1990 Recession Marketing Spending



-28%



+61%



+40%



TOTAL SALES



## 2008 Great Recession Marketing Spending



+100%

2008, New pizza recipe



+Profits & +Market Share



+100%

2008, Raunchy kitchen video goes viral



+Market Share

# 2020 Top Videos Providers



Turn up the  
volume as  
high as you  
can afford.



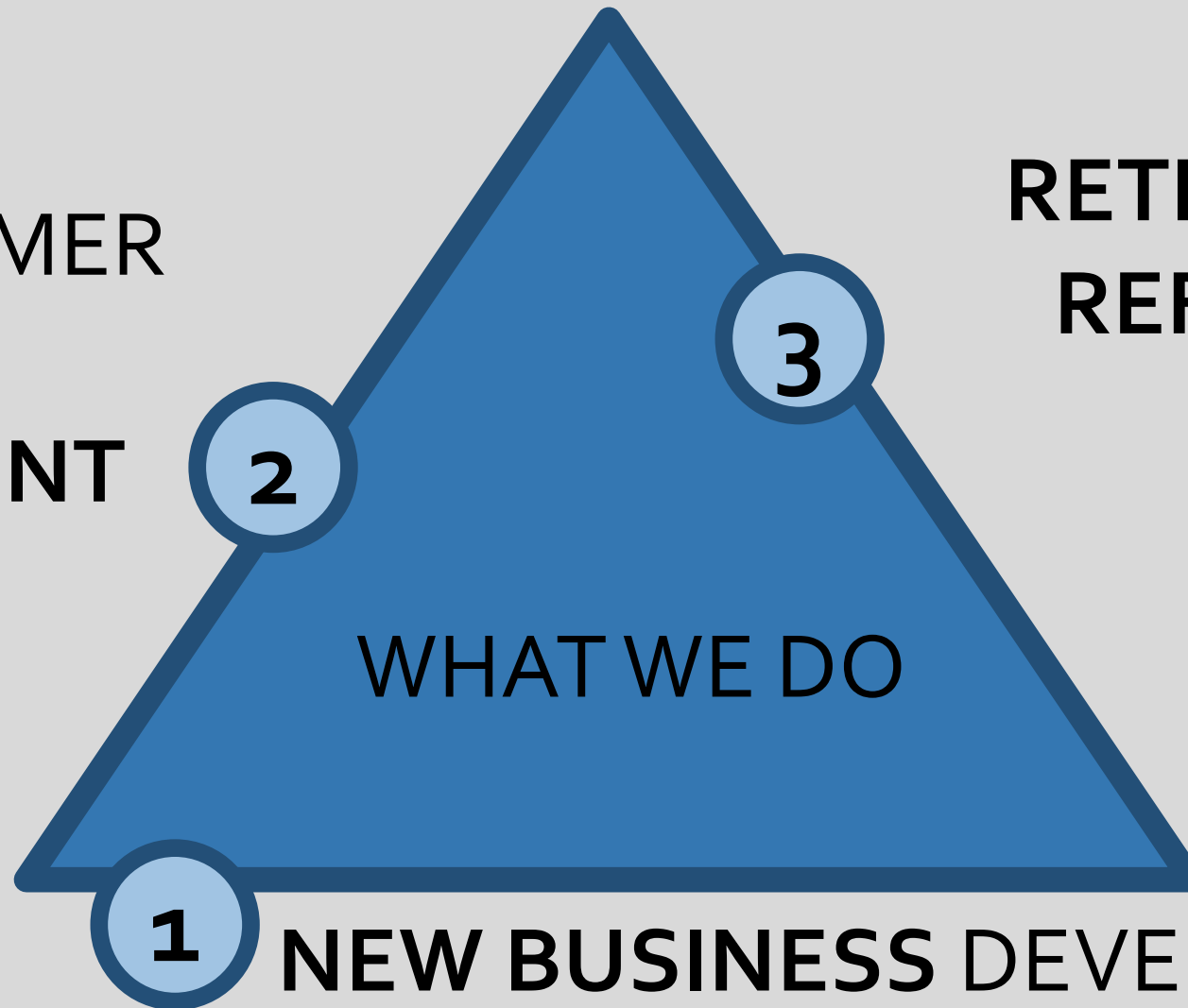


**ACTION  
IDEA #2**

# **An Educated Advertiser Buys More**

PAST CUSTOMER  
RE-  
ENGAGEMENT

RETENTION &  
REFFERALS



**I HAVE A CONCERN. MAY I  
SHARE MY CONCERN  
WITH YOU?**

- Marketing Summits**
- Personalized Marketing Advice**
- Not all mass emails**
- If we want them to market with us, we need to market to them.**



**ACTION  
IDEA #3**

# The Shift to Recommendation Selling



70% of sales close based on  
recommendations. Trustpulse

# Think fine dining not Golden Corral.





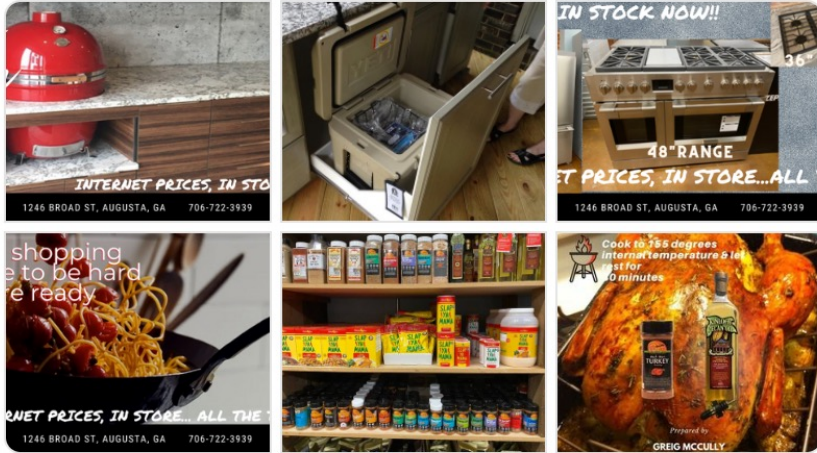
**ACTION  
IDEA #4**

**Relevancy is  
Key in ALL  
We Do**



### Photos

[See all](#)



### Videos

[See all](#)



Where you been? We're cookin' it up fo...

13 likes

Just in @ Fireside. The newest Stoll outdoor kitchen with a beautiful Firemagic grill.



# Press Releases

**PRODUCT****Pelican Announces New Air Long Case**

Aug 24, 2022

**PRODUCT****Pelican Launches First Lantern Powered by Multiple Battery Types**

Jul 15, 2022

**PRODUCT****Pelican Launches First 65QW Wheeled Premium Cooler**

Jun 10, 2022

**PRODUCT****Pelican Products To Launch the First Aluminum, Anti-RFID, Submersible, RF G5 Field Wallet On Black Friday 2021**

Nov 9, 2021

**COMPANY****Peli Products Germany GmbH Acqui**

Jul 18, 2022

**COMPANY****Pelican's Ultimate Match Fishing Season Summer**

Jun 28, 2022

**COMPANY****Pelican Products announces Jennifer**

May 12, 2022

**COMPANY****Pelican Products Hires Kristina Ranic Plant**

May 3, 2022



**ACTION  
IDEA #5**

# Understanding the 3 Buyer Profiles

**Emotional - ?**

**Ego – ?**

**Logical – ?**

**Emotional - 65%**

**Ego – 5%**

**Logical – 30%**



**Emotional - 74%**

**Ego - 5%**

**Logical - 21%**



**ACTION  
IDEA #6**

# Warming Up Cold Calls

**Stranger danger is real...  
even as adults.**

**86% of buyers would  
rather go to the  
dentist than talk to a  
salesperson.  
-SAP**

**It can take 30-90  
days to warm up a  
clients. Get ahead of  
the sale!**

- 1. Connect on LinkedIn or FB**
- 2. Follow them on LinkedIn or FB**
- 3. Follow their company on LI or FB**
- 4. Like and comment on LI or FB**
- 5. Participate in their LI groups**

- 1. Hand-written note with a Starbucks card inside**
- 2. Use Google alerts to keep up**
- 3. Send industry news**
- 4. Send plain envelopes with reports inside**

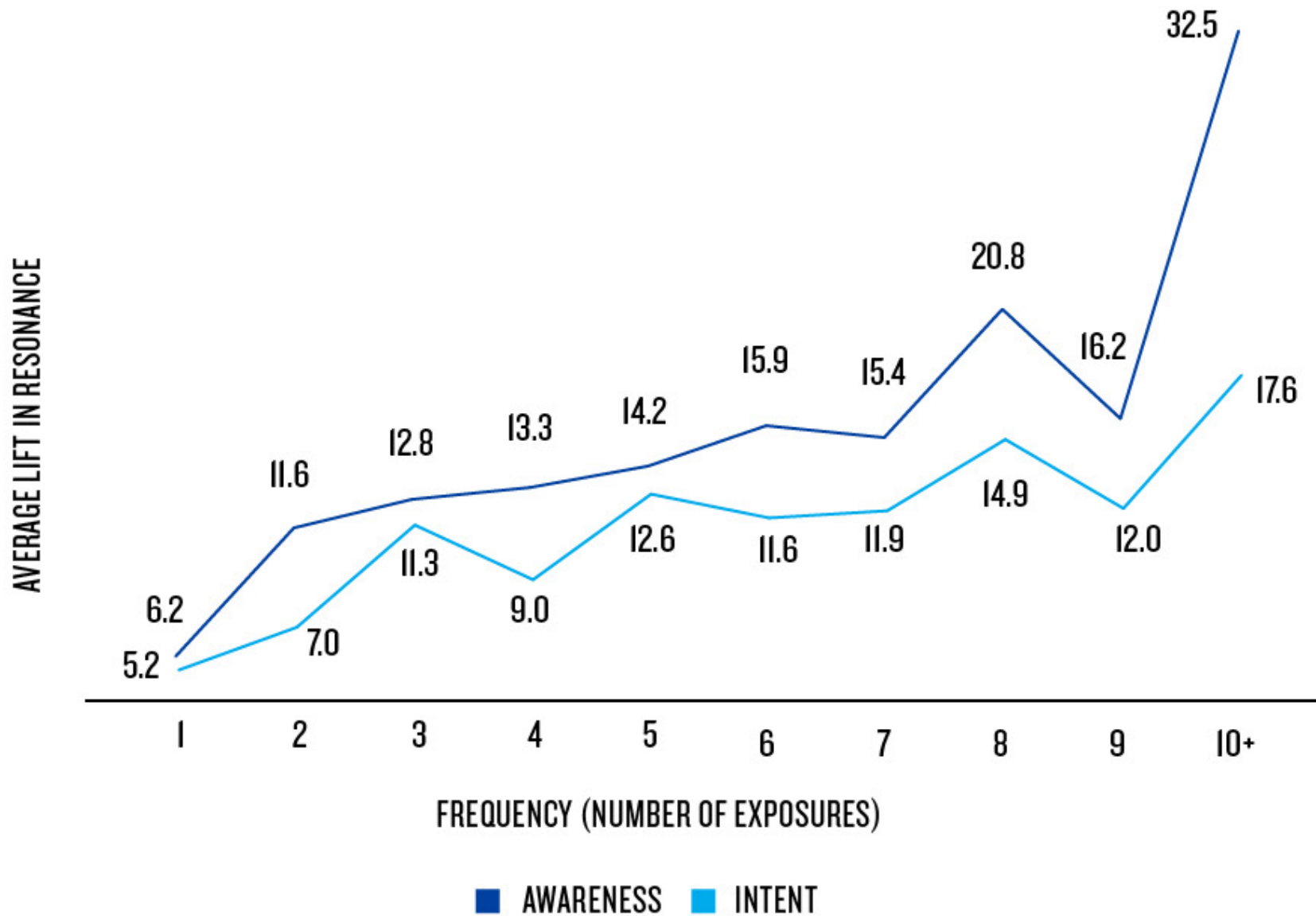
**44% of buyers will  
determine their own  
solution without ever  
talking to a salesperson.  
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**ACTION  
IDEA #7**

# **Selling the power of ROI**



Source: Nielsen



**ACTION  
IDEA #8**

# Understanding the law of loud.



**ADVERTISER - A**



**ADVERTISER - B**



**ADVERTISER - A**



**ADVERTISER - B**



ADVER

R - B

**I HAVE A CONCERN. MAY I  
SHARE MY CONCERN  
WITH YOU?**



**ACTION  
IDEA #9**

# Selling the marketing gap





**ADVERTISER - A**

JAN - FEB - MAR - APRIL - MAY - JUNE - JULY - AUG - SEPT - OCT - NOV - DEC



**ADVERTISER - B**

**MARKETING GAP**

**I HAVE A CONCERN. MAY I  
SHARE MY CONCERN  
WITH YOU?**



# **ACTION IDEA #10**

**Make it easy  
to advertise  
with you.**

**Self service sales site**  
**Videos in the sales process**  
**Do not hide your prices**  
**Use sales math to hit goals**

What is  
your Ah-Ha  
moment or  
takeaway?



**IDEAS**  
*into*  
**A.C.T.I.O.N**

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